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4/19/54

fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, APRIL 17, 1954</u>			
Thursday April 15 9:30 A.M. Breakfast	PRESS PREVIEW OF MATERNITY FASHIONS Macy's will present late Spring into Summer maternity fashions, including sportswear and bathing suits. (Note Change of Show). By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday April 15 3:00 P.M.	PRESS PREVIEW: "APRIL IN PARIS" FASHIONS Reception and preview showing of Paris fashions, especially created for the "April in Paris" Ball (see page 3). By invitation. Contact: Liselle Nigot, "April in Paris" Ball, 301 Park Ave., EL. 5-7565.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA ASTOR GALLERY
April 16	GOOD FRIDAY.		
Saturday April 17 2:00 P.M.	EIGHTH ANNUAL EASTER EGG-ROLLING CONTEST Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GRAND MALL

WEEK BEGINNING SUNDAY, APRIL 18, 1954

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 18 11:30 A.M. To 1:30 P.M.	SOPHIE'S FASHIONS ON EASTER SHOW Fashions by Sophie of Saks Fifth Avenue will be televised in their Salon Moderne, with Nancy Randolph, Society Editor, N.Y. Daily News interview- ing celebrities. Public Relations: Les Hollingsworth, MU. 2-6500.	WPIX-TELEVISION	CHANNEL 11
Sunday April 18 12:00 Noon To 1:00 P.M.	PAGEANT OF FASHIONS TO BE TELEVISED A pageant of fashions from 1890 to today will be narrated by Jinx Falkenburg and Tex McCrary in the Park Avenue lobby of the Waldorf-Astoria. Public Relations: Art Settel, CI. 7-8300, Ext. 8096.	NBC-TV TELEVISION	CHANNEL 4
Sunday April 18 12:00 Noon 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" Door prizes will include hats, jewelry, bags at Easter Sunday breakfast. Price: \$3.00. Publicity: Claire Muller, EL. 5-5000.	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
Sunday April 18 12:00 Noon To 4:00 P.M.	EASTER LUNCHEON AND FASHION SHOW Fashions by Oleg Cassini will be modeled by society women and celebrities Hats--Mr. John. Jewelry--Trifari. Reservations: \$10.00; contact: Mary Savina, EL. 5-2800. Sherry Netherland Publ: Mr. Tarsaidze, EL. 5-2800.	BENEFIT OF SISTER KENNY FOUNDATION	SHERRY NETHERLAND CRYSTAL-CARNAVAL RMS

(Continued)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday LUNCHEON SHOWING OF JOHN FREDERICS, INC. HOTEL PIERRE
 April 18 SPRING MILLINERY (29 EAST 48TH ST.) COTILLION ROOM
 12:30 P.M. Annual Easter Sunday fashion show of hats by John Frederics. Furs--Ritter
 Luncheon Bros. Jewelry--Black, Starr & Gorham. A panel will judge the most at-
 tractive hats worn by the guests. Reservations: \$6.50; contact: "Beverly",
 TE. 8-8000. John Frederics Publ.: Marcia Scott, PL. 3-1010. Pierre
 Fashion Director: Nola Luxford, TE. 8-8000.

Sunday SPECIAL EASTER PEG FISCHER HATS; HOTEL PLAZA
 April 18 FASHION SHOW LA BOUTIQUEIERE RENDEZVOUS ROOM
 1:00 P.M. Hats by Peg Fischer and gowns from La Boutiquiere will be presented dur-
 Luncheon ing luncheon. A panel of celebrities will judge hats of women in the
 audience. Price: \$7.00. For reservations; contact: PL. 9-3000, Ext. 176.
 Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Sunday EASTER LUNCHEON EVYAN PERFUME SAVOY PLAZA HOTEL
 April 18 FASHION SHOW SAVOY ROOM
 1:30 P.M. The Savoy Plaza Easter Sunday luncheon and fashion promenade features
 Luncheon Evyan's "Most Precious" Perfume. Hats--Emme; Furs--Milton Herman;
 Accessories--Elgin American. Guest of Honor: Deborah Kerr. Commentator:
 Lisa Ferraday. Reservations: \$6.00; contact: EL. 5-2600. Publicity:
 Claire Wilson, EL. 5-2600.

Sunday BENEFIT FOR CITY CITY CENTER OF HOTEL PLAZA
 April 18 CENTER GALLERY MUSIC AND DRAMA GRAND BALLROOM
 4:00 P.M.- Easter Sunday Tea-Dance, with proceeds for the City Center Gallery, to
 7:30 P.M. aid in the display and sale of contemporary art. Tickets: \$7.50; box
 Tea Dance seats, \$8.75. Contact: Mrs. Morton M. Banks, 155 E. 72nd St., RE. 4-2077.

Sunday EASTER FANTASY CBS-TELEVISION CHANNEL 2
 April 18 TELEVISION SHOW
 5:00 P.M.- "Once Upon An Easter Time"--an Easter fantasy about a little boy who
 6:00 P.M. dreams of good fairies and witches, with Gwen Verdon, Bobby Clark, Doretta
 Morrow, CBS-TV Publ.: Tom Carlile, 51 E. 42 St., PL. 1-2345.

April 18 PASSOVER (Sunday, April 18 - April 25).

Monday BOUTIQUE FASHIONS ZITA, INC. CARLTON HOUSE
 April 19 DURING LUNCHEON (755 MADISON AVE.) CARLTON ROOM
 1:00 P.M. Zita will present her Summer boutique fashions at luncheon. Jewels: Harry
 Luncheon Winston. Contact: Headwaiter, TE. 8-3000. Zita Contact: RE: 4-0101.
 Carlton House Publ.: Rasponi Assoc., TE. 8-8171.

Tuesday PRESS PREVIEW: NEW OWENS-CORNING 16 EAST 56TH STREET
 April 20 FABRIC DESIGN FIBERGLAS CORP. SHOWROOM
 9:00 A.M.- Owens-Corning Fiberglas Corp. will present a private press showing of
 10:30 A.M. new concept in fabric design, interpreted by Doris and Leslie Tillet.
 Breakfast By invitation only. Publicity: Vicki Schmidt, PL. 9-3810.

Tuesday PRESS PREVIEW: NEW WILTON E. OWEN, INC. 515 MADISON AVENUE
 April 20 WALLPAPER FOR 1954 SHOWROOM - 7TH FLOOR
 9:30 A.M.- "Documentary In Design, Contemporary In Concept"--wallpaper for 1954, with
 11:30 A.M. New Decor Portfolio styled by Wilton E. Owen and William J. Galligan. By
 Breakfast invitation. Publ.: Margaret Weiss, CI. 6-5854.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 20 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject: "Your New Consumer -- Where She Lives; What She Does; How To Sell Her." Speakers: G. Maxwell Ule, Vice President in Charge of Research, Kenyon & Eckhardt; Paul Lyness, Director of Magazine Research, Gallup & Robinson. Price: \$4.50 for members; \$4.75 for guests. Co-Chairmen: Ruth Boyle and Leslie Munro. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Tuesday April 20 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Russeks will present Summer cotton fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 20 4:00 P.M. 7:00 P.M. Cocktails	PRESS PREVIEW OF MODERN FURNITURE Preview of modern furniture, designed by von der Lancken, Lundquist and Sorensen, and manufactured by Pine & Baker. By invitation. Publicity: Allene A. Stearn, 1104 Lexington Ave., RE. 4-6756.	M. FIREMAN & CO.	667 MADISON AVENUE SHOWROOM
Tuesday April 20 8:00 P.M. Dinner- Dance	THIRD ANNUAL "APRIL IN PARIS" BALL "Bal de la Soie"--third annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital, French Students Fund and The Atlantique. Seven leading French couturiers--Balenciaga, Balmain, Dior, Desses, Fath, Givenchy, Castillo of Lanvin--are making a special collection of dresses which will be shown. Hats--Legroux, Orcel, Paulette, Reboux. Jewels--Cartier. Furs--Revillon. Reservations--\$75.00; contact: Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 21 12:30 P.M. Luncheon	LOOMTOGS FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer sportswear fashions by Loomtogs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 21 3:00 P.M.- 5:00 P.M.	"PARIS IN NEW YORK" FASHION SHOWS In conjunction with Second Annual "Paris In New York" Festival, Gunther Jaeckel presents informal showings throughout store Wed., April 21, Thurs., April 22, Tues., April 27, 3:00-5:00 P.M. Publ.: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	THROUGHOUT THE STORE
Wednesday April 21 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: NEW FURNITURE SHOWROOM Press showing of the new Dunbar Furniture showroom. By invitation. Open house, Thurs., April 22 and Fri., April 23, from 4:00-6:00 P.M. Publicity: Hockaday Associates, 601 Madison Avenue, MU. 8-9250.	DUNBAR FURNITURE CORP. OF INDIANA	305 EAST 63RD STREET SHOWROOM
Wednesday April 21- April 30	"PARIS IN NEW YORK" SECOND FESTIVAL The Fifth Avenue Association is cooperating with the "Paris in New York" Committee in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. Contact: Michael Greer, PL. 3-8376; or Fifth Avenue Ass'n, PE. 6-7900.	"PARIS IN NEW YORK" COMMITTEE	57TH STREET AND VICINITY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 22 4:30 P.M. Cocktails	PREVIEW OF NEW "TROPICAL LEATHER" New colors and lightweight leathers for Spring and Summer in calf, kid, suede and side leathers. Showing at 5:00 P.M., of shoes, golves, handbags, belts, luggage, personal accessories. By invitation only. Publicity: Billie Gould at Leather Industries, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	S. S. SANTA PAULA PIER 58, NORTH RIVER
Thursday April 22 6:00 P.M.- 8:00 P.M. Cocktails	PREVIEW OF NATIVE MEXICAN COSTUMES "Mexico Lindo"--Lentheric presentation for Mexican Government Tourist Bureau, showing a group of native costumes from the collection of Don Luis Marquez. By invitation only. Publ: Annette Green at Lentheric, PL. 1-1881.	MEXICAN GOVERNMENT TOURIST BUREAU	673 FIFTH AVENUE LENTHERIC SALON
April 25	DAYLIGHT SAVING TIME BEGINS--Sunday. (Move clocks ahead one hour).		
April 25- May 1	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., N.Y., WI. 7-9804.		
Monday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Farquharson & Wheelock will present the Summer collection of Ann Cox costume originals and Gina ready-to-wear. Jewels--Cartier. Public by reservation; contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Assoc., TE. 8-8171.	FARQUHARSON & WHEELLOCK (23 W. 57TH ST.)	CARLTON HOUSE CARLTON ROOM
Monday April 26 4:30 P.M. Cocktails	PRESS PREVIEW: FLOWER MOTIF ACCESSORIES Macy's will present Mother's Day and flower show accessories at a preview for the press. By invitation. Publ: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
April 26- May 8	THE SLEEP SHOW. Contact: Nat'l Ass'n. of Bedding Mfrs., 1404 Merchandise Mart, Chicago.		
Tuesday April 27 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: \$100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 27 11:00 A.M.	PRESS SHOWING OF SUMMER FASHIONS Bergdorf Goodman will invite the press to preview their Summer collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Cancelled April 27	ROSANNA KNITTED SPORTSWEAR PREVIEW OF FALL COLLECTION, ORIGINALLY SCHEDULED FOR TUES., APRIL 27 AT 12:15 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Tuesday April 27 4:30 P.M.- 6:30 P.M. Cocktails	"EDITORIAL REVUE"-- FASHIONS IN COTTON M. & W. Thomas presents an "Editorial Revue", featuring Spring and Summer cotton fashions by: Ben Barrack, Harvey Berin, Charles Cooper, Jane Derby, Anne Fogarty, Jerry Greenwald, Handelsman & Raiffe, Junior Sophisticates, Kane-Weill, Lanz of California, Mr. Mort, Mollie Parnis, Mutual Rosenbloom, Tiny Town Togs, Hannah Troy, Samuel Winston. By invitation. Publicity: The Miles, LO. 4-5150.	M. & W. THOMAS CO. (58 WEST 40TH ST.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 28 2:30 P.M.	SUMMER FASHIONS BY KAY WINDSOR Russeks will present Summer dresses by Kay Windsor. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday April 28 5:00 P.M. Cocktails	FASHION INSTITUTE OF TECHNOLOGY BENEFIT Benefit cocktail party for Fashion Institute of Technology, with a grab bag of gifts donated by manufacturers throughout the country. Price: \$6.50; contact: Society of N.Y. Dress Designers, 1457 Broadway, LA. 4-7950.	SOCIETY OF N.Y. DRESS DESIGNERS	HOTEL BILTMORE BOWMAN ROOM
Wednesday April 28 6:00 P.M.- 8:00 P.M.	COTTON FASHION AWARD IN WASHINGTON, D. C. Second annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of the National Cotton Council. Sponsored by Arthur Beir Co., Dan River Mills, Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Galey & Lord, Peter Pan Fabrics, Schlichter-Macfarlane Co., Skillmill, Inc. (Hope Skillman), Stern & Gutman, Stoffel & Co., M. & W. Thomas. A jury of twelve from retailing and the press will select designer who will receive the award. Fashion show of Summer cottons by leading American designers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	HOTEL SHOREHAM WASHINGTON, D.C.
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Price: \$20.00. Contact: George Hallock, or Nathan Keats at Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
Thursday April 29 10:00 A.M. Open House	PRESS PREVIEW: FALL KNIT COLLECTION "Hits And Knits"--open house preview of knitted coordinates, suits, dresses, sweaters, evening gowns, designed by Rhoda Elkin for juniors, misses and tall girls. By appointment: 10:00 A.M.-12:00 Noon (Breakfast); 2:00-5:00 P.M. (cocktails). Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.	SIDNEY GOULD CO., LTD.	1384 BROADWAY SHOWROOM - 14TH FLOOR
Thursday April 29 11:00 A.M.	CHARLES JAMES PRESS PREVIEW Dressmaker Casuals with Charles James--press presentation of coats and suits. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	DRESSMAKER CASUALS WITH CHARLES JAMES	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday April 29 12:30 P.M. Luncheon	FALL PREVIEW: KNIT DRESSES & SWEATERS Lass O'Scotland will present to the press and trade their Fall collection of "The Flare Knit" dresses and Scottish Maid sweaters. By invitation. Contact: Marion Cherry at Diamond-Barnett, Inc., MU. 2-7025.	LASS O'SCOTLAND, LTD. (1407 BROADWAY)	WALDORF-ASTORIA SERT ROOM
Thursday April 29 1:00 P.M. Luncheon	FASHIONS BY GOTHÉ DURING LUNCHEON Presentation of Summer fashions by Gothé (David E. Gottlieb), available at Bonwit Teller, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publicity: Nona James, CH. 4-7658. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 29 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL SHOE FASHIONS Presentation of Old Maine "Trotters" and Penobscot "Trampeze" at a cocktail party for the press. By invitation. Contact: Leon Fischman, Old Town Shoe Co., 179 Lincoln St., Boston; or Myron Wolf, PE. 6-3927.	OLD TOWN SHOE CO.; PENOBSCOT SHOE CO.	47 WEST 34TH STREET SUITE 418
Thursday April 29 5:30 P.M.	SPRING AND SUMMER FASHION SHOW Saks 34th will present fashions for late Spring and early Summer. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Beginning Thursday April 29	COUTURE OPENINGS. IN CALIFORNIA <u>Thursday, April 29</u> : Angovar. (Buyers, Resident, Press). <u>Friday, April 30</u> : Addie Masters, De De Johnson. <u>Monday, May 3</u> : Marusia, Howard Greer, Angovar, Irene, Edith Small. <u>Tuesday, May 4</u> : Herman Sonnabend-Vanetta of Calif. (Fabrics), Suse, Cahill, Tabak, Ernest Newman, Jean Louis, Athena. <u>Wednesday, May 5</u> : Allie Mae, John Carter. <u>Thursday, May 6</u> : Marjorie Montgomery, Sir James. <u>Wednesday, May 12</u> : Israeli Group.	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
Friday April 30 12:30 P.M. Luncheon	JACQUES FATH FASHIONS AT BENEFIT SHOWING Special luncheon show in conjunction with Second Annual "Paris in New York" festival, with a presentation of fashions by Jacques Fath. Luncheon \$10.00. Contact: "Paris in New York" Committee, 40 E. 57th Street, PL. 3-8376. Fashion Show Publicity: Eleanor Lambert, MU. 8-2130.	"PARIS IN NEW YORK" COMMITTEE	HOTEL PLAZA BALLROOM
May 1- May 8	INTERNATIONAL LACE FESTIVAL. Theme: "Lace Is a Young Fashion." Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison, MU.9-1630.		
Sunday May 2 5:00 P.M. And May 3 4:00 P.M.	SHOWING OF FALL AND WINTER SHOES Preview of shoe fashions for Fall and Winter, sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores. Co-Managers: Edward Atkins and Maxwell Fields. Commentator and fashion coordinator: Betty Green, Independent Retailers Syndicate. By invitation. Publicity and Production: Mildred Kaldor, MU. 9-5420.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER BALLROOM
Monday May 3- May 4 10:30 A.M.	SHOWING OF FALL SHOE COLLECTION Presentation of the Town & Country "Inter-Urban Shoe and Bag Collection For Fall, 1954." By invitation. Contact: Mrs. Eleanor Howard, CH.4-3620.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FL.
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards--\$1,000 each--will be presented at the Seventeenth Annual Luncheon. Price: \$6.00. Contact: Mrs. Patricia Young, at Lord & Taylor. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 3 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR "At Home And On The Go"--Oomphies presents Fall fashions in footwear. By invitation. Contact: Patricia Kannon at Oomphies, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 3 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF SHOES FOR FALL AND WINTER "The Exhibitionists on the 71st Floor"--open house to meet Miss Jerry Stutz, new director of Fashion Promotion Division and to view new Fall and Winter shoe fashion story. By invitation. Publicity: Ruth Hammer, EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM-71ST FLOOR
Monday May 3- May 8	MACY'S ANNUAL SPRING FLOWER SHOW Flower display of over 2 1/2 million blooms and cut flowers. Open to public. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	FLOORS -- 1, 3, 8, 9.
Beginning Monday May 3- May 31	SIGNATURE ORIGINAL SCARF BY SALLY VICTOR "Carnation for Mother", designed by Sally Victor -- May Signature Original scarf and handkerchief promotion. Publicity: Jo Kellerman, OR. 9-2330.	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
Tuesday May 4 9:30 A.M. Breakfast	PREVIEW OF FALL "TOMMIES" PAJAMAS Press showing of new Fall "Tommies" pajamas and Lounge Wear. By invitation. Publicity: Shirley F. Milton at Kaylon, MU. 9-6292.	KAYLON, INC.	180 MADISON AVENUE SHOWROOM-5TH FLOOR
Tuesday May 4 10:00 A.M. Brunch	"HUNT" BREAKFAST WITH FASHIONS FROM IRELAND First presentation of Irene Gilbert's Fall and Winter couture fashions by the Consulate General of Ireland and the Irish Export Promotion Board. Also, ready-to-wear fashions on display to 3:00 P.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	IRISH CONSULATE GEN.: IRISH EXPORT PROM. BD.	SAVOY PLAZA HOTEL GOLD SUITE
Tuesday May 4 2:30 P.M.	KEN BARR OF CASINO SUMMER FASHIONS Russeks will present Summer separates by Ken Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday May 4 3:30 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR FASHIONS Preview for resident buyers of White Stag's new concept for Fall. By invitation only. Publicity: Gloria Gelfand at White Stag, BR. 9-1974.	WHITE STAG MFG. CO. (1407 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE
Tuesday May 4 3:30 P.M. Cocktails	PRESS PREVIEW: FALL COAT COLLECTION La Vigna will present to the press their Fall collection of luxury fabric casual coats; also, introduction of new fabric to the luxury field. By invitation. Contact: Marion Cherry at Diamond-Barnett, MU. 2-7025.	LA VIGNA (512 SEVENTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.
Wednesday May 5 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present their Summer designer fashions. Contact: Head- waiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 5 4:00 P.M. Cocktails	FALL VELVETEEN AND CORDUROY PREVIEW Merrimack Mfg. Co. presents Fall velveteens and corduroys at first show ever presented in Met. Opera House. Showing daytime, sports, evening and hostess fashions at 5:30 P.M. Admission by ticket only. Contact: Ann Smith or Mildred Pfeifer, Robert B. Grady, GR. 7-1755.	MERRIMACK MFG. CO. (1450 BROADWAY)	MET. OPERA HOUSE BROADWAY AT 40TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 6 1:00 P.M. Luncheon	"DRY SACK" FASHIONS AT LUNCHEON SHOW Claire McCardell presents her collection for Summer 1954 featuring "Dry Sack Fashions," inspired by Julius Wile's import, Dry Sack Sherry. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 272. Julius Wile Publ.: Pat Kerwen and Helen Baum, Robert S. Taplinger & Assoc., 608 Fifth Ave., PL. 7-8040. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLAIRE McCARDELL; JULIUS WILE SONS	HOTEL PLAZA PERSIAN ROOM
Sunday May 9	MOTHER'S DAY. Theme: "She Asks So Little, She Gives So Much". Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Monday May 10 5:00 P.M.- 7:00 P.M.	PREVIEW: FRENCH LEATHER GLOVES The Commercial Counselor to the French Embassy will present leather gloves from France. By invitation. Contact: Roland d'Albis, CO. 5-5676.	FRENCH EXPOSITIONS IN THE U.S. INC.	610 FIFTH AVENUE ROOM 414
Beginning Monday May 10	OPENING OF FALL BRIDAL COLLECTION Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at continuous showings. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL THROUGHOUT (40 WORTH STREET)	THE COUNTRY
Tuesday May 11 9:00 A.M. Breakfast	PREVIEW: FALL LINGERIE, INFANTS', CHILDREN'S WEAR "Carterama"--press preview of Carter's Fall and Winter lingerie, warmwear, infants', children's, men's and boys' wear. Showing: 9:30-10:30 A.M. Complete display before and after show. By invitation. Publicity: Lois Gifford, BBD&O, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 11 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION Breakfast preview of Ronnette's Fall coat collection. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RONNETTE FASHIONS, INC.	512 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 11 11:00 A.M.	PREVIEW OF FALL FABRICS AND SWEATERS Lesur will present a press showing of their imported fabrics and sweaters for Fall. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	LESUR, INC.	580 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER SEPARATES "Summer Rhapsody"--new collection of sports and cocktail separates by Lee Menichetti, available at Lord & Taylor, Hattie Carnegie and Rosette Pennington. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	LEE MENICHETTI	WALDORF-ASTORIA EMPIRE ROOM
Thursday May 13 12:15 P.M. Luncheon	"TRAIL BLAZER" AWARDS AT LUNCHEON MEETING National Home Fashions League will present their "Trail Blazer" Awards. Contact: Josephine M. Brush, 141 East 44th St., MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 13 12:30 P.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION "Top Glamour"--preview of Smartee's new line of Fall blouses. By invitation only. Publicity: Pauline Parker at Maybruck Assoc., LE. 2-9994,	SMARTEE, INC. (1384 BROADWAY)	STORK CLUB 3 EAST 53RD STREET
Thursday May 13 1:30 P.M.	ANNUAL FASHION SHOW BY STUDENTS "Fashion Goes International"--fashion show presented by students of The Laboratory Institute of Fashion Merchandising for benefit of National Arthritis Foundation. Price: \$3.00; contact: MU. 8-4360. Contact: Frieda Curtis, Dean, 45 W. 34th St., CH. 4-5288.	LABORATORY INST. OF FASHION MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
Monday May 17 Open House	PRESS PREVIEW OF TRANSITIONAL COTTONS "Calendar Cottons"--a junior collection of cotton dresses designed by Miss Frances. By appointment. Publ: Ken R. Williams, JU. 6-8217.	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
Beginning Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION Adele Simpson will present her Fall collection at 10:00 A.M. daily. By appointment. Contact: Beatrice Cannon, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

9	<u>TUESDAY, MAY 18</u>		
20	J L F Original, Inc.	10:30 A.M. and 2:30 P.M.	1372 Bway, WI. 7-3200
2	Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
	Ben Barrack, Inc.	Continuous daily	533 7th, LO. 4-3923
17	<u>WEDNESDAY, MAY 19</u>		
7	Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA. 4-7540
	Horwitz & Duberman, Inc.	10:30 A.M. and 2:30 P.M.	498 7th, LO. 4-1860
11	<u>THURSDAY, MAY 20</u>		
6	David Levine Co.	10:30 A.M. and 2:30 P.M.	530 7th, LA. 4-0237
	Grabois.	1:15 P.M. and 4:00 P.M.	498 7th, CH. 4-2767
12	<u>MONDAY, MAY 24</u>		
	Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
5	<u>TUESDAY, MAY 25</u>		
8	A. Goodman & Co., Inc.	10:30 A.M. and 1:30 P.M.	530 7th, WI. 7-4077
	International Dress Co.	2:00 P.M.	1400 Bway, LA. 4-7100
15	<u>WEDNESDAY, MAY 26</u>		
1	Rudolf Gowns	1:15 P.M.	530 7th, WI. 7-6865
	Larry Aldrich Co., Inc.	2:30 P.M.	530 7th, CH. 4-1872
18	<u>THURSDAY, MAY 27</u>		
	Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
4	<u>FRIDAY, MAY 28</u>		
	Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
21	<u>TUESDAY, JUNE 1</u>		
	Samuel Winston, Inc.	4:00 P.M.	530 7th, CH. 4-2617
16	<u>WEDNESDAY, JUNE 2</u>		
14	Martin Simon, Inc.	Continuous daily	498 7th, LA. 4-2877
3	Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH. 4-1542
19	Harvey Berin, Ltd.	1:00 P.M. and 4:00 P.M.	530 7th, PE. 6-0206
	Suzanne-Augustine, Inc.	Time To Be Announced	1 W. 47th, PL. 7-3465
10	<u>THURSDAY, JUNE 3</u>		
	Nat Kaplan, Inc.	10:30 A.M., 1:15 and 4:00 P.M.	498 7th, LO. 5-4115
	Contact: Leonard Gendler, Exec. Secy, 1440 Broadway, CH. 4-6945.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 18 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1954 Fall and Winter collection at 10:30 A.M. Trade showing at 2:30 P.M. Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Tuesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Press showing of Hannah Troy's Fall collection. By invitation. <u>Daily trade showings at 1:00 P.M., beginning Wed., May 19 at 530 Seventh Ave.</u> Publicity: Gladys Steiner at Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY, INC.	HOTEL GOTHAM BALLROOM
Wednesday May 19 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Grabois will invite the press to a preview of their Fall collection, designed by Zelma Golden. By invitation. <u>Trade showings beginning Thurs., May 20, at 1:15 and 4:00 P.M.</u> Publ.: Gladys Steiner at Lester Harrison, MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Thursday May 20 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COAT COLLECTION Preview of Lederman's Fall coat collection, including pure cashmeres, camel hair, fleeces -- all luxury--loomed by Einiger. By invitation only. Publ.: Joel Ettinger, Ettinger Adv. Agency, 38 E. 57 St., PL. 1-0750.	LEDERMAN BROTHERS (230 WEST 38TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Monday May 24 12:00 Noon Box Lunch	FALL DRESSES AND SEPARATES FOR JUNIORS Opening of Lanz Originals Fall collection of dresses and separates for juniors, including back-to-school fashions. Showings at 12:30 P.M. daily. By invitation. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM-26TH FLOOR
Tuesday May 25 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION "Fall--In Love" press preview of Seymour Fox's Fall coat and suit collection. By invitation. Contact: Sally McKay at Seymour Fox, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 25 11:00 A.M.	PRESS PREVIEW OF FALL DRESS COLLECTION Leonard Arkin will present his advance Fall collection at a preview for press and buyers. By invitation. <u>Trade showings beginning Wed., May 26 at 10:30 A.M. and 2:30 P.M.</u> Publicity: Viola Shefer, PL. 3-3173.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday May 25 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR FASHIONS Nelly de Grab presents a preview of her Fall sportswear collection. By invitation. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall collection. By invitation. <u>Trade showings, beginning Tues., June 1, at 12:00 Noon (luncheon).</u> Publicity: Mildred Kaldor, 347 5th, MU. 9-5420.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday	OPENING OF FALL COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
May 26 10:30 A.M.	Opening of Martini Designed fashions for Fall by Sylvan Rich, with daily showings at 10:30 A.M. Publ.: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Beginning Wednesday	FALL COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
May 26 2:30 P.M.	Showing of Ceil Chapman's Fall collection at 2:30 P.M. daily. By invitation. Publicity: Alto Schiffrine, LA. 4-5800.		
Thursday May 27	PREVIEW OF FALL COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM
10:00 A.M. Coffee	Richard Cole will preview his Fall collection to the press at 10:00 A.M. By invitation. <u>Daily trade showings, beginning Thurs., June 3 at 1:00 P.M.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Thursday May 27	NEW DEVELOPMENT IN MACHINE EMBROIDERY	COATS & CLARK INC. (745 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
4:00 P.M. Cocktails	Coats & Clark, Inc., in cooperation with sewing machine, stamped goods, and hot iron transfer pattern manufacturers, present the latest developments in machine embroidery for fashion and household use. By invitation only. Publicity: Joseph Tinkel, PL. 3-8700.		
May 31	MEMORIAL DAY (Sunday, May 30) -- <u>Legal Holiday Celebrated On Monday.</u>		

— OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC. —
(Formerly THE SPORTSWEAR GUILD)

Beginning Tuesday	ADLER & ADLER, INC.	550 Seventh Avenue	BR. 9-9600
June 1	DAVIDOW	550 Seventh Avenue	PE. 6-6909
	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue	PE. 6-0444
Contact individual manufacturers.			

Tuesday June 1	FALL FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE	FASHION INST. OF TECH. 225 WEST 24TH STREET
4:00 P.M.	"Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100, Ext. 278.		
Wednesday June 2	EIGHTEENTH ANNUAL COLLEGE CLINIC	MADemoISELLE	HOTEL BILTMORE BALLROOM
9:30 A.M. And	"Mademoiselle" preview of back-to-school fashions from the August College issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.		
2:30 P.M.			
Thursday June 3	ANNUAL FALL FASHION CLINIC	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
8:45 A.M.- 2:00 P.M.	Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms, advertising agencies. Luncheon speaker: Harriet Wilinsky, Promotion Manager, Filene's of Boston. Director of Clinic: Mrs. Beryl Tucker, Fashion Editor of "Parents' Magazine". By reservation only. Contact: Monroe E. Michels, MU. 5-4400.		